

Amendments to the Claims:

1-263. (canceled).

264. (new): An apparatus-implemented method for personalized music or entertainment, the method comprising:

*** capturing, at a user-device, details of control actions by a user on pieces or compositions;

*** storing in one or more memories, a plurality of ratings associated with the user; wherein a rating, indicating a magnitude of preference of the user, is associated with a piece or composition; wherein the magnitude of the rating for the associated piece or composition was determined by using at least some of the details of said control actions by the user on the associated piece or composition; and

*** automatically selecting at least one piece or composition for playback, by using a relationship that defines a time between playbacks of the selected piece or composition, which varies with the magnitude of said rating of the user for the selected piece or composition.

265. (new): The method of claim 264, further comprising: automatically initiating the playback of said selected piece or composition for said user.

266. (new): The method of claim 264, wherein said relationship defines a plurality of different values for the time between playbacks.

267. (new): The method of claim 264, wherein said relationship is defined by a curve.

268. (new): The method of claim 264, wherein said relationship is defined by a lookup table or database.

269. (new): The method of claim 264, wherein said relationship is defined by an equation or a mathematical function.

270. (new): The method of claim 264, wherein said relationship is non-linear.

271. (new): The method of claim 264, wherein said relationship is monotonic.

272. (new): The method of claim 264, wherein said relationship is not monotonic.

273. (new): The method of claim 264, wherein the more favorable a rating for a piece or composition, the time between playbacks of the piece or composition is shorter.

274. (new): The method of claim 264, wherein, when a said user's rating for an a said piece or composition is below a defined level of preference, the said piece or composition is not selected again until at least a defined amount of time has elapsed from a prior playback of the said piece or composition.

275. (new): The method of claim 264, wherein when a user's rating for a said piece or composition is below a defined level of preference, that piece or composition is not selected.

276. (new): The method of claim 264, wherein said control actions are user actions that affect a playback of a piece or composition during its playback.

277. (new): The method of claim 264, wherein said control actions are user actions to repeat or replay, a piece or composition that previously played; and wherein a said user's rating is adjusted to a higher preference, by a said user control action or actions to repeat or replay, the piece or composition.

278. (new): The method of claim 264, wherein said control actions are user actions to find, select or designate, a particular piece or composition for playback; and wherein a said user's rating is adjusted to a higher preference, by a user control action that finds, selects or designates the piece or composition for playback.

279. (new): The method of claim 264, wherein said control actions are user actions to search or find a specific piece or composition; wherein a said user's rating is adjusted to a higher preference, by a said user control actions to search or find the specific piece or composition.

280. (new): The method of claim 264, wherein said control actions are user actions to skip or forward-past an ending portion of a currently playing piece or composition; and wherein a said user's rating is adjusted to a lower preference, by a user control action or actions that skip or forward-past, the ending portion of the piece or composition that is currently playing.

281. (new): The method of claim 264, wherein said control actions are user actions to stop a currently playing piece or composition; and initiate playback of another piece or composition; wherein a said user's rating associated with the playing piece or composition is adjusted to a lower preference, by a user control action or actions that stop the piece or composition that is playing; and initiate playback of another piece or composition.

282. (new): The method of claim 264, wherein said control actions are user actions to cause a piece or composition that has finished playing, to start playing again; wherein a said user's rating is adjusted to a higher preference, by a said user control action or actions to start playing again.

283. (new): The method of claim 264, wherein the sooner said user takes control action, to stop a currently playing piece or composition, in-order to experience another piece or composition; the more the rating for the stopped piece or composition, is adjusted to a lower preference.

284. (new): The method of claim 264, wherein the sooner the user takes control action to avoid a piece or composition that is playing, the more the rating, for the avoided piece or composition, is adjusted toward a lower preference.

285. (new): The method of claim 264, wherein, once a piece or composition has played for at least a recognition-time, the sooner a control action to avoid the piece or composition, the more the rating, for the avoided piece or composition, is adjusted toward a lower preference.

286. (new): The method of claim 264, further comprising: playing a sequence of said selected pieces or compositions, when there are no user control actions available to be applied or satisfied.

287. (new): The method of claim 264, further comprising: automatically playing by a user-device, a sequence of pieces or compositions; wherein the pieces or compositions were custom selected for said user by using the ratings associated with the user.

288. (new): The method of claim 264, wherein the rating for a specific piece or composition is determined by using a plurality of control actions that occurred on a plurality of different occasions, and were applied by the user on the specific piece or composition.

289. (new): The method of claim 264, wherein a rating for a specific piece or composition is determined using a plurality of individual said user control actions that occurred on a plurality of different occasions and/or at different user-devices; wherein said control actions were applied to the specific piece or composition.

290. (new): The method of claim 264, wherein the magnitude of the rating for a piece or composition is increased by some control actions, and the magnitude of the rating for a piece or composition is decreased by other control actions.

291. (new): The method of claim 264, wherein some user control actions cause the rating to be adjusted to a higher magnitude, and other user control actions cause the rating to be adjusted to a lower magnitude.

292. (new): The method of claim 264, further comprising: adjusting the magnitude of a said user's rating to a more favorable preference due to control actions that occurred on a first occasion; and adjusting the magnitude of a said user's rating to a less favorable preference due to control actions that occurred on a second occasion.

293. (new): The method of claim 264, wherein a rating is stored in one or more memories until a magnitude of the rating is updated by control actions that are more recent.

294. (new): The method of claim 264, wherein a said user's rating is updated by adjusting the magnitude of a prior rating, toward a higher or lower preference, based on the details of a newer user control action that was applied to the piece or composition.

295. (new): The method of claim 264, further comprising:

- storing, in a memory or memories, the details about individual control actions, for a plurality of control actions on a said piece or composition, that occurred on different occasions and/or at different user devices;
- processing, in order of control action occurrence, a plurality of said stored details about control actions, to determine the magnitude of the rating for the piece or composition.

296. (new): The method of claim 264, further comprising:

- storing, in a memory or memories, the details about individual control actions, for a plurality of control actions on a said piece or composition, that occurred on different occasions and/or at different user devices;
- processing, in order of control action occurrence, a plurality of said stored details about control actions to determine the magnitude of the rating for the piece or composition; wherein the user's rating is adjusted toward a more favorable magnitude by some control actions; and wherein the rating is adjusted to a less favorable magnitude by other control actions.

297. (new): An apparatus-implemented method for personalized music or entertainment, the method comprising:

*** capturing, at a user-device, details of control actions by a user on pieces or compositions; wherein said details include a number of times a piece or composition was heard by the user;

*** storing in one or more memories, a plurality of ratings associated with the user; wherein a rating, indicating a magnitude of preference of the user, is associated with a piece or composition; wherein the magnitude of the rating for the associated piece or composition was determined by using at least some of the details of said control actions by the user on the associated piece or composition; and

*** automatically selecting at least one piece or composition for playback, by using a relationship that defines a time between playbacks of the selected piece or composition which varies with: the magnitude of said rating of the user for the selected piece or composition, or the number of times the selected piece or composition was heard by the user.

298. (new): The method of claim 297, wherein said relationship is defined by a curve, a lookup table, a database, an equation or a mathematical function.

299. (new): The method of claim 297, wherein said relationship is non-linear.

300. (new): The method of claim 297, wherein said relationship is monotonic.

301. (new): The method of claim 297, wherein said relationship is not monotonic.

302. (new): Apparatus for personalized music or entertainment, said apparatus comprising:

*** means for capturing at a user-device, details of control actions by a user on pieces or compositions;

*** one or more memories that store, a plurality of ratings associated with the user; wherein a rating, indicating a magnitude of preference of the user, is associated with a piece or composition; wherein the magnitude of the rating for the associated piece or composition was determined by using at least some of the details of said control actions by the user on the associated piece or composition; and

*** a processor that automatically selects at least one piece or composition for playback, by using a relationship that defines a time between playbacks of the selected piece or composition which varies with the magnitude of said rating of the user for the selected piece or composition.

303. (new): The apparatus of claim 302, wherein said relationship is defined by a curve, a lookup table, a database, an equation or a mathematical function.

304. (new): The apparatus of claim 302, wherein said relationship is non-linear.

305. (new): The apparatus of claim 302, wherein said relationship is monotonic.

306. (new): The apparatus of claim 302, wherein said relationship is not monotonic.

307. (new): One or more computer-readable memories or media, not including carrier-waves, having computer-readable instructions thereon which, when executed by one or more processing devices, implement a method of:

*** capturing, at a user-device, details of control actions by a user on pieces or compositions; wherein said details include a number of times a piece or composition was heard by the user;

*** storing in one or more memories, a plurality of ratings associated with the user; wherein a rating, indicating a magnitude of preference of the user, is associated with a piece or composition; wherein the magnitude of the rating for the associated piece or composition was determined by using at least some of the details of said control actions by the user on the associated piece or composition; and

*** automatically selecting at least one piece or composition for playback, by using a relationship that defines a time between playbacks of the selected piece or composition which varies with: the magnitude of said rating of the user for the selected piece or composition, or the number of times the selected piece or composition was heard by the user.

308. (new): The one or more computer-readable memories or media of claim 307, wherein said relationship is defined by a curve, a lookup table, a database, an equation or a mathematical function.

309. (new): The one or more computer-readable memories or media of claim 307, wherein said relationship is non-linear.

310. (new): The one or more computer-readable memories or media of claim 307, wherein said relationship is monotonic.

311. (new): The one or more computer-readable memories or media of claim 307, wherein said relationship is not monotonic.